

2021

*Jackson County*  
**Community Health**  
Improvement Plan



*This report was prepared by Schneck Medical Center, the Healthy Jackson County Coalition, Indiana University School of Public Health, and the Indiana University Center for Rural Engagement*



Dear Community Members,

We are pleased to present to you Jackson County's 2021 Community Health Improvement Plan (CHIP).

This CHIP is a product of the Schneck Medical Center Community Health Needs Assessment, a Community Conversation event, and many workgroup and taskforce meetings. As a result of the latter, the significant needs in Jackson County were identified as: Access to Care, Tobacco and Substance Use, Nutrition, Physical Activity and Weight, and Mental Health. The CHIP's goals and strategies address these needs by building partnerships with organizations and leaders established in the community who influence the environment of health in Jackson County.

We are grateful for the many organizations that provided feedback and were active participants in this process. We hope that the strategies presented in the CHIP result in stronger partnerships among local organizations while influencing health behavior at individual and organizational levels.

Sincerely,

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## WHAT IS A CHIP?

A Community Health Improvement Plan is a living document that not only outlines the working plan to improve health but serves as a way to assign responsibility, offers a system for accountability and progress check-ins, as well as a way to share updates with the community. A CHIP can bring community organizations, service providers, and citizens together in an effort to reach a common goal.

A CHIP uses Community Health Needs Assessment (CHNA) data to identify priority issues, develop and implement strategies for action and establish accountability to ensure measurable community health improvement (National Association of County and City Health Officials, 2018). The CHIP process brings together residents and stakeholders to identify and address the health needs of a community.



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# CHIP DEVELOPMENT PROCESS

Healthy Jackson County (HJC) is a partnership between Schneck Medical Center and local organizations that desire to reach beyond hospital walls to create and sustain a culture of wellness in Jackson County. HJC was formed in 2011 by a group of Jackson County residents and health professionals interested in improving the health of the community. For several years, HJC focused on childhood obesity prevention. In 2016, HJC worked closely with Purdue University Cooperative Extension on a Centers for Disease Control and Prevention Obesity Prevention Grant.

This two-year grant funded projects such as: Muscatatuck Trail Signage, Downtown Seymour Crosswalk Signage, Crothersville Parks Improvements, Boys and Girls Club and Girls, Inc. Gardens, Seymour Bike Lanes, Brownstown Safe Routes to School, Walk Your City Signs, and many others. When this grant ended, HJC leadership did not want the momentum to stop and asked Schneck Medical Center (SMC) to become the backbone organization for HJC. In 2019, HJC adopted the Collective Impact model for the coalition with SMC as its backbone organization and organized three workgroups – Improving Nutrition, Increasing Physical Activity, and Decreasing Tobacco Use. All of these workgroups were in the

process of determining their plan of work and setting goals when the COVID-19 pandemic began in 2020. SMC leadership recognized that the COVID-19 pandemic was disproportionately affecting the Hispanic community, and HJC established a Hispanic Health Taskforce. At this same time, coalition leaders were in conversation with the Indiana University Center for Rural Engagement about creating the Jackson County Community Health Improvement Plan (CHIP).

The coalition felt a CHIP would be a great tool to expand partnerships within the community, develop workgroup and taskforce goals, and track accountability. The coalition has spent over six months working with Dr. Priscilla Barnes from the IU School of Public Health and her colleagues to bring the CHIP to life. Over 55 community partners have participated in the development of this CHIP, all of which was completed virtually during this pandemic year. We are excited to share this plan with the community and continue to improve the health of Jackson County.

CHNA data were presented to over 50 community partners during a Community Conversation in November 2020 and eight smaller, follow-up conversations were conducted in December 2020-February 2021.

These conversations led to five priority areas identified as the most important to address in order to strengthen community health infrastructure and improve health and wellness of Jackson County residents:

- Substance use
- Mental health
- Nutrition
- Physical activity
- Access to care

The coalition developed goals, objectives, tasks, outputs, and outcomes from each priority to guide implementation and monitor progress for a two-year period. The coalition identified local organizations to ensure ongoing facilitation of information sharing and coordination of tasks. All Jackson County organizations are encouraged to identify one or more priorities that align with their personal or organization mission. University partnerships from IU Bloomington (Center for Rural Engagement and School of Public Health) and Purdue University (Purdue Extension) will coordinate assessment and evaluation activities as well as community engaged research initiatives that measure the implementation of goals and objectives.

## DEVELOPMENT TIMELINE

### 2011

Healthy Jackson County was established

### 2016–2018

Jackson County awarded CDC Obesity Prevention Grant

### 2019

- SMC becomes backbone organization to HJC
- Three workgroups established: Improving Nutrition, Increasing Physical Activity, and Decreasing Tobacco Use
- CHNA released

### 2020

- COVID-19 pandemic
- Hispanic Health Taskforce established
- Community Conversation to share CHNA priorities
- Workgroups meet to determine CHIP goals, objectives and strategies.

### 2021

- CHIP released

# SUMMARY OF THE 2018 COMMUNITY HEALTH NEEDS ASSESSMENT

*“A Community Health Needs Assessment (CHNA) is a systematic process involving the community to identify and analyze community health needs”*

*—Center for Rural Health, 2019*

## SIGNIFICANT HEALTH NEEDS



Schneck Medical Center (SMC) performed a CHNA in 2018 to determine the health needs of the local community and develop an implementation plan to outline and organize how to meet those needs. Data were gathered from multiple secondary sources to build an accurate picture of the current community and its health needs. Additionally, a survey of a select group of local experts was performed to review the prior CHNA and provide feedback, and to ascertain whether the previously identified needs were still a priority. Then, a second survey was distributed to the same group that reviewed the data gathered from the secondary sources and determined the Significant Health Needs for the community. The 2018 CHNA will guide the Community Health Improvement Plan (CHIP).

For the purpose of the CHIP, substance use and mental health were combined. Physician affordability and accessibility were combined under “Access to Care.” These mergers came as a result of community conversations and key informant interviews.

The following pages include a brief summary of the status of significant health needs outlined in the 2018 CHNA, after merging topics.

# SUBSTANCE USE AND MENTAL HEALTH

This broad overarching topic area can be broken into many smaller subtopics. Substance use can include overuse, misuse, and hazardous use of substances including alcohol, tobacco, and prescription and illicit drugs. Mental health can refer to mental health disorders and psychological and emotional well-being. Overall, these sections of the CHIP aim to build capacity within our community organizations to address these issues.

## IS MENTAL HEALTH AND SUBSTANCE USE A PROBLEM IN THE COMMUNITY?

MENTAL HEALTH

89%

SUBSTANCE USE

94%

■ Yes ■ No



An estimated  
**22%**  
of adults in Jackson  
County smoke.

*Indiana Department of Health Tobacco  
Prevention & Cessation, The State of  
Tobacco Control - Jackson County,  
2019.*

# NUTRITION AND PHYSICAL ACTIVITY

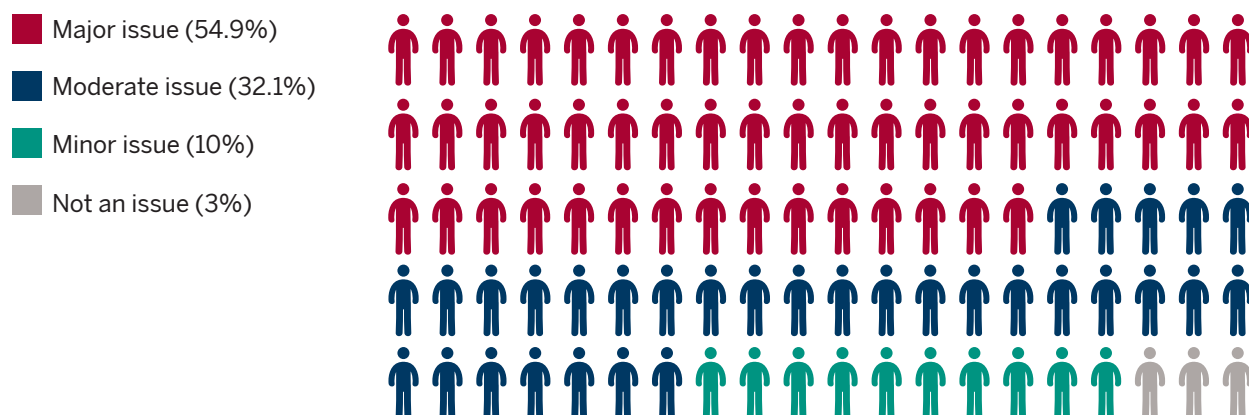
**Jackson County obesity rates mirror Indiana's rates (33% in Jackson County, 35% in Indiana).**

*National Center for Chronic Disease Prevention and Promotion, 2019*



For the purposes of this CHIP, Nutrition and Physical Activity were combined in the first community conversation. In subsequent conversations, these topics were discussed separately in the “Improving Nutrition” and “Increasing Physical Activity” HJC Workgroups. Goals were developed for both “Nutrition” and “Physical Activity,” which you will find later in this report.

When asked in a survey, community members reported they felt nutrition, physical activity and weight were a:



Based on reported physical activity intensity, frequency and duration over the past month, 38.9% of SMC Service Area adults are found to be “insufficiently active” or “inactive” (2018 CHNA).



# ACCESS TO CARE

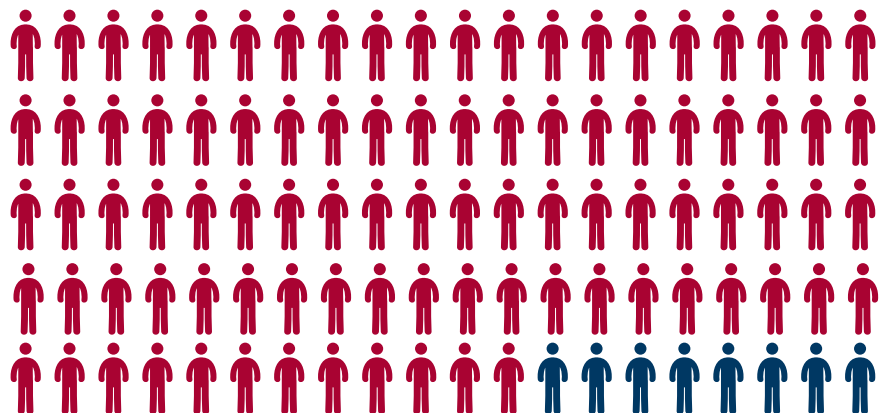
This broad overarching topic area includes many different kinds of access, including but not limited to cost of prescriptions, inconvenient office hours, cost of a doctor's visit, and ease of getting an appointment.

A total of 45.7% of adults surveyed reported some type of difficulty or delay in obtaining healthcare services in the past year. For the purposes of this CHIP, this topic was discussed in the Hispanic Health Taskforce meetings. This decision was made as a result of community conversations and the unique barriers to healthcare that Spanish and Chuj-speaking members of our community face.

## POPULATION WITH AND WITHOUT INSURANCE

■ Insured (92%)

■ Uninsured (8%)



**66%**  
of community  
members  
reported access  
to health  
services as  
either a major  
or moderate  
problem.



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# GOALS, OBJECTIVES & STRATEGIES



## SUBSTANCE USE AND MENTAL HEALTH

GOAL	<b>Strengthen local infrastructure necessary to reduce substance use and improve mental health.</b>
OBJECTIVES AND STRATEGIES	<b>Decrease adults and youth tobacco use rates by 1% by June 30, 2023.</b> <ul style="list-style-type: none"><li>• Convene an active Decreasing Tobacco Use Workgroup (DTUW).</li><li>• Complete Indiana Tobacco Prevention and Cessation (TPC) Community Grant application.</li><li>• Develop partnership with Jackson County employers to serve on DTUW workgroup.</li><li>• Participate in Standardized Tobacco Assessment of Retail Settings (STARS).</li><li>• Distribute TPC Health Systems Change assessment.</li></ul>
	<b>Increase connectivity among organizations in Jackson County that provide substance use education, treatment and prevention by December 2022.</b> <ul style="list-style-type: none"><li>• Engage all community organizations that provide substance use programing.</li><li>• Complete a crosswalk of community organizations that provide substance use programs.</li><li>• Complete Indiana Tobacco Prevention and Cessation Community Grant.</li><li>• Develop partnership with Jackson County Drug Free Council.</li><li>• Develop partnership with Jackson County Suicide Prevention Coalition.</li><li>• Participate in Indiana Division of Mental Health and Addiction County Client Board.</li></ul>
	<b>Increase awareness of mental health services among Jackson County residents by 10% by 2022.</b> <ul style="list-style-type: none"><li>• Develop partnership with Mental Health America of Jackson County.</li><li>• Develop partnership with Jackson County Suicide Prevention Coalition.</li><li>• Engage all mental health community partners that provide mental health programming.</li><li>• Expand distribution of current mental health resource brochure.</li><li>• Coordinate activities and local community calendar to highlight mental health awareness observances.</li></ul>



## NUTRITION

GOAL	<b>Improve diet quality among Jackson County residents.</b>
OBJECTIVE AND STRATEGIES	<b>Increase connectivity across nutrition programming among partner organizations by 75% by December 30, 2022.</b> <ul style="list-style-type: none"><li>• Convene an active Improving Nutrition workgroup.</li><li>• Engage all community organizations providing nutrition programming.</li><li>• Complete a crosswalk of nutrition programming provided in Jackson County.</li><li>• Market nutrition programming through social media.</li><li>• Engage worksites and local industry to share program information.</li><li>• Collectively determine shared outcome measures to evaluate programs and consistently improve programming.</li><li>• Market nutrition toolkit on HJC website and social media.</li><li>• Seek potential partnerships with healthcare providers and other community organizations to improve nutrition programming in Jackson County.</li></ul>
	<b>Strengthen capacity of local food pantries by 75% by December 30, 2022.</b> <ul style="list-style-type: none"><li>• Convene Feeding the Community coalition and incorporate into HJC Improving Nutrition Workgroup.</li><li>• Complete assessment of Jackson County food pantries.</li><li>• Engage with community partners in Jackson County to encourage support of 4-H Little Food Pantries, Sheds For You, and Blessings in a Backpack.</li><li>• Complete the Academy of Nutrition and Dietetics Prioritizing Food Security Solutions (PFSS) toolkit.</li><li>• Use findings from Prioritizing Food Security Solutions toolkit to advocate for system changes to reduce food insecurity.</li><li>• Continue to create and promote Jackson County Food Assistance brochure in English and Spanish (web-based and paper copies).</li><li>• Create a food insecurity hub on HJC website to share food assistance brochure, local food insecurity data, and tangible ways for community groups to help.</li></ul>



## PHYSICAL ACTIVITY

### GOAL

Foster an environment where Jackson County residents choose to engage in physical activity.

### OBJECTIVE AND STRATEGIES

**Increase leisure activity among Jackson County residents by 5% by December 30, 2022.**

- Conduct an assessment of the built environment.
- Convene key stakeholders in physical activity for community conversations.
- Continue to collaborate with DNR to provide guided hikes at the Forestry in Fall.
- Collaborate with Muscatatuck Wildlife Refuge, Starve Hollow, and Jackson Washington State Forestry to plan a Youth Hiking Series.
- Develop a community calendar to market physical activity opportunities in Jackson County such as 5Ks, fitness classes, races, etc.
- Host a downtown scavenger hunt in collaboration with Seymour Main Street.
- Engage local industry in HJC and promotion of local physical activity opportunities.
- Promote and encourage use of IDOH Healthy Worksite Toolkit to local employers.
- Partner with Jackson County Visitors Center to coordinate a county-wide physical activity program.
- Seek grant funds for programming efforts.



## ACCESS TO CARE

GOAL	<b>Improve patient navigation in Jackson County.</b>
OBJECTIVE AND STRATEGIES	<p><b>Improve accessibility to health-related services by 5% by December 30, 2022.</b></p> <ul style="list-style-type: none"> <li>• Assess current navigation services available within the Jackson County community.</li> <li>• Cultivate partnerships with additional health services, including but not limited to: Community Health Center of Jackson County, Jackson County WIC, and Jackson Co. Health Department.</li> <li>• Grow relationships between community navigators and healthcare navigators.</li> <li>• Identify volunteer community champions to assist with navigation.</li> <li>• Maximize referrals to current navigation program infrastructure.</li> <li>• Seek grant opportunities for a pilot patient navigator program.</li> <li>• Educate Hispanic/Latino community about healthcare options in Jackson County.</li> <li>• Partner with Spanish translators and SMC Marketing to develop digital and social media content in Spanish.</li> <li>• Engage Jackson County employers with HJC to identify and address health-related needs of employees.</li> </ul>
GOAL	<b>Improve cultural competence among HJC community partner organizations.</b>
OBJECTIVE AND STRATEGIES	<p><b>Improve attitudes and build skills to increase competencies in working with diverse populations.</b></p> <ul style="list-style-type: none"> <li>• Form a cultural competence committee.</li> <li>• Identify academic partnerships that may be able to provide and/or assist with training delivery.</li> <li>• Review publicly available evidence-based cultural competence trainings.</li> <li>• Identify and train workshop facilitators</li> <li>• Implement trainings</li> <li>• Develop and conduct pre-and post-test measuring knowledge and policy changes</li> </ul>





### How to get involved:

If you wish to be involved in improving the culture of health in the community and being part of Healthy Jackson County, please e-mail [bdaugherty@schneckmed.org](mailto:bdaugherty@schneckmed.org) to learn when workgroups meet.

Please visit the Healthy Jackson County website to learn more about the coalition: <https://www.schneckmed.org/community-wellness/healthy-jackson-county/home/>.



# Join us to improve Jackson County's health!

These goals are achievable with your help.  
Contact the Healthy Jackson County Coalition  
at **[bdaugherty@schneckmed.org](mailto:bdaugherty@schneckmed.org)** to  
connect and make a difference.



## **Produced in partnership with:**

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